

ABSTRACT

A method for distributing information to multiple users by a server via a network, the method comprising the steps of: transmitting notice information to a destination e-mail address of a registered user whose user information, including a unique user ID and the destination e-mail address, has been stored, the notice information containing the user ID (Step S1); transmitting a designated Web page when the registered user clicks a banner area that is displayed on the user terminal by receiving the notice information (Step S2); transmitting the notice information to the e-mail address of an unregistered user that is specified by the registered user as a forwarding address when a request for forwarding the notice information is made by the registered user via the Web page, the notice information containing the user ID (Step S3); acquiring the user ID of the registered user and transmitting the Web page when the unregistered user clicks a banner area that is displayed on the user terminal by receiving the notice information (Step S4); issuing a new user ID that is associated with the user ID of the registered user when a request for registration is made by the unregistered user via the Web page (Step S5); and storing user information including the new user ID and the forwarding address (Step S6). This method promotes an

increase in the number of registered users to whom information can be distributed, and thereby enables the efficient distribution of information.